THE DETERMINING FACTORS OF TOURIST SATISFACTION USING AIRASIA AS A PREFERRED AIRLINE TO TRAVEL TO THE DOMESTIC DESTINATION

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ABSTRACT

Air Asia Airline is Asia's leading low-cost airline. The purpose of the study is to determine the effect of service quality, motivation, involvement on tourist satisfaction to travel to domestic destinations. The objective of this study is to see if there is a link between service quality, motivation, involvement and tourist satisfaction using Air Asia as a preferred airline to travel to domestic destinations. This study used a quantitative survey of tourists who use Air Asia as an airline to travel and used the Statistical Package for Social Sciences (SPSS) to collect the data of respondents. A total of 306 respondents participated to answer all questions in this survey. Service quality, motivation and involvement have significant relationships with tourist satisfaction. So, all the hypotheses are supported. Therefore, this study helps Air Asia to improve service quality especially on time management and motivates and encourages involvement of passengers to use Air Asia. Thus, it brings satisfaction to all passengers.

Keywords: Air Asia, Tourist, Service Quality, Motivation, Involvement and Tourist Satisfaction.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This study focuses on the determining factors of tourist satisfaction using AirAsia as their preferred Airline to travel domestically. The first chapter contains the background of the study, statement of problem, research objectives and questions, the scope of study, the significance of study which includes the practical and theoretical contribution, definition of terms and summarized the whole chapter one.

1.2 BACKGROUND OF THE STUDY

When the people are traveling, they temporarily leave their own region and go somewhere else that is considered as tourism (Mathieson and Wall, 1982). Globally, tourism and the travel sector is important since it is the main source of income and is a basis for a country in terms of development and growth especially among the developed countries. Domestic, inbound and outbound are three types of tourism.

Tourism sector is linked with various industries. One of the most significant industries that contributes to tourism is air transportation. Its growth, technical advancements, and services rank among the major factors in the advancement of contemporary society. The way people think about time and distance has changed largely as a result of air travel. To meet the daily rising demand, airlines spend billions of dollars and implement new technical advancements. The air travel sector is expanding quickly and plays an unrivaled role in long distance travel. The airline

industry worldwide transports 2.7 billion passengers annually using 1,629 carriers, 27,271 aircraft, 3,733 airports, and 29,6 million planned trips (Berita Harian, 2017). The two market-sharing leaders in airline production are Airbus and Boeing.

Tourists will use airplanes to travel to other destinations for vacation domestically or internationally. In addition, airline demand will increase during school holidays or festival seasons. Not only that, tourists will also buy airline tickets when airlines promote tickets at cheap prices.

Air Asia Airline is Asia's leading low-cost airline. AirAsia was formed in 1993 and started operation on November 18, 1996. It provides domestic and international flights. AirAsia was Asia's first low-cost airline. It is also the first airline in the area to offer totally ticketless travel. On February 5, 2009, it started to offer reserved seats for all of its flights. By May 2008, in total, the airline had flown 55 million passengers, and in 2010, it had the lowest cost per seat kilometer in the world, at $3.21. The purpose of developing Asia's leading airline was to make travel cheap for everyone. Since 2001, AirAsia has defied travel standards around the world and risen to the top.

AirAsia managed to operate with a passenger load factor of 52% and the lowest unit cost per kilometer (ASK) in the world. In addition to achieving an aircraft turnaround time of 30 minutes, it has 100% of its fuel needs covered for the upcoming three years, lower personnel productivity levels than Malaysia Airlines, and an average aircraft utilization rate of 60 hours per day. The airline was referred to as a "runner" of low-cost travel in Asia by The New York Times in 2007. The national football teams of Singapore, Malaysia, Jamshedpur FC, and Queens Park

Rangers all have AirAsia as a sponsor. Additionally, AirAsia previously supported the Asia Red Tour and Manchester United (Berita Harian, 2017).

For the past ten years, AirAsia has been crowned the world's best low-cost carrier in airline travel and airline awards, including the most recent award in 2018. Skytrax has rated this airline service the world's greatest low-cost airline for 11 consecutive years in international travel and airline awards, including the most recent award for 2019.

1.3 PROBLEM STATEMENT

AirAsia Airline is an airline that is very famous around the world. In fact, AirAsia is also a choice for foreign tourists and local tourists. The profits earned by AirAsia Airline are very lucrative and have a great impact on the company. In addition, AirAsia Airline is also a very important airline in the tourism industry. However, the current data shows that the use of AirAsia Airlines by domestic tourists and international tourists is decreasing (Kok Ban Teoh, 2021). Therefore, there is a problem that needs to be studied and resolved.

Next is the most popular Airasia issue is that they cancel customer flights, reschedule and retime their customer flight tickets suddenly or at the last minute. AirAsia flights are often delayed due to many factors including bad weather factors, technical problems and so on. This causes passengers to feel uncomfortable with the issue of sudden ticket cancellation, this is because most passengers have important matters to resolve and cause important matters to be delayed (AirAsia, 2021).

The Transport Ministry has given Air Asia Airline instructions to resolve any problems as soon as possible, particularly those that result in flight delays. They were asked to keep updating the latest information to customers about their flight schedule. To make sure the information is

achieved to the customer, communication channels with customers are important and need to be improved (The Malaysian Reserve, 2022)

Customer satisfaction might be significantly impacted. It is obvious that excellent service quality may keep consumers happy and avoid them from using other airline services (Li Bing, 2022). More than half of respondents fly three to four times a year, whereas only a small percentage use aircraft as a mode of transportation at least five times annually. More than 75% of respondents said that the cost of the airline ticket, the airline service, and the time of the flight were the main factors in their decision to use an airline service to travel (Suki, 2014).

When people travel, they frequently do it to have fun and to get away from the routine of their own lives. Visiting new places on vacation can be exciting, it can expose one to the sights and flavors of a new location, and it can generally make one feel good.

The importance obtained by AirAsia Airline is that when tourists are satisfied with the services offered to AirAsia, they will repeat and always use flight services from the company. This is because AirAsia has satisfied the taste of tourists by providing the best and best service. Customers will also be loyal and choose that company as their favorite airline. Second is that AirAsia's profits will increase. If tourists or the public use AirAsia flights then the profits earned by the company will increase from time to time. Customer satisfaction is also important and the main thing for a company to make a profit.

When customers are satisfied or impressed with the services provided by the company, they will start spreading the message based on the experience they had while receiving the service. For example, people will spread information about Airasia if they have experience with an Airasia company and they will even recommend the company to others. Word of Mouth

(WOM) is a marketing strategy through communication that is able to encourage someone to convey a message to others through word of mouth (Berger, 2014). WOM can come from various sources such as friends, family, at work and so on. Moreover, the marketers strongly agree that the WOM strategy is an efficient strategy and can make people believe in something. (Kimmel, 2010). Furthermore, communication that gives negative information or negative WOM will affect the image of a brand or company. Therefore, it will affect the intention of others to buy or use the brand (Yu, Liu, Lee, & Soutar, 2018).

1.4 RESEARCH OBJECTIVES

There are three important objectives that need to be met from this study:

1. To identify the relationship between service quality and tourist satisfaction using AirAsia as a preferred Airline to travel domestically.

2. To examine the relationship between motivation and tourist satisfaction using AirAsia as a preferred Airline to travel domestically.

3. To identify the relationship between involvement and tourist satisfaction using AirAsia as a preferred Airline to travel domestically.

1.5 RESEARCH QUESTIONS

There are three research questions are formulated from this study:

1. Is there any relationship between service quality and tourist satisfaction using Air Asia as a preferred Airline to travel?

2. Is there any relationship between motivation and tourist satisfaction using Air Asia as a preferred Airline to travel?

3. Is there any relationship between involvement and tourist satisfaction using Air Asia as a preferred Airline to travel?

1.6 SCOPE OF THE STUDY

This study is conducted to determine the factors that improve the level of satisfaction among tourists using AirAsia Airline to travel to the domestic destination. The variables that we used in this research are service quality, motivation and involvement as independent variables. Meanwhile, the dependent variable is tourist satisfaction using AirAsia Airline. The target respondents are selected among tourists or an individual who has an experience using AirAsia Airline service to travel within the last five years. Their age also needs to be more than 18 years old. It is estimated that the study will take around 14 weeks to be completed.

1.7 SIGNIFICANCE OF THE STUDY

This study provides several benefits to several entities as follow:

1. Tourist specifically using AirAsia airline

It is important to make passengers satisfied and happy with the service provided by the airlines because satisfied customers will reduce complaints on the services provided by the airline. Hence, the present study will identify the factors that make customers or passengers happy when they use AirAsia Airline to travel

2. AirAsia Airline

Everyone is familiar with AirAsia, the budget airline that has unquestionably transformed travel by making flying exceedingly affordable, especially in Asia. This implies that the low-cost airline serves a sizable number of passengers each day often more than any other commercial airline. (Airasia Berhad, 2022)

The benefit to Air Asia if people keep on choosing them is that it will increase customer satisfaction and loyalty. If Airasia maintains low cost flights then the company has the opportunity to increase customer satisfaction and loyalty.

3. Sustainable Development Goals

To change our world, the Sustainable Development Goals (SDGs) were established. They need action to protect the environment, eliminate poverty and injustice, and guarantee that everyone in the world can live in peace, justice, and happiness (Sustainable Development Goals, 2022).

Great jobs and economic progress are the objectives that this research may succeed in achieving. Globally, the unemployment rate has increased. To ensure sustainable and inclusive economic growth, more work must be done to increase employment opportunities, particularly for young people, and even reduce informal employment and labour market inequality. Additional work must also be done to support a safe and secure work environment and to increase access to financial services (Sustainable Development Goals, 2022). For example, Airasia's super app platform is the first company in Asia to offer full-time jobs for riders. Therefore, all Airasia and Airasia Xpress food riders work full-time. This can help them enjoy benefits as an Allstar including Employee Provident Fund (EPF), Social Security Organization (PERKESO), medical cover for spouse and children, annual leave and AirAsia ID90 flight scheme travel benefits and e-coupons (Berita Harian, 2022).

Infrastructure, industry, and innovation are further factors. Build high-quality, dependable, sustainable, and adaptive infrastructure, including regional and transnational infrastructure, with a focus on affordable and accessible universal coverage to promote economic growth and human well-being. (Sustainable Development Goals, 2022). For example, AirAsia and Skyports intend to develop air taxi infrastructure in Malaysia. With this partnership and plan, AirAsia will offer aviation-related expertise in addition to marketing and networking (AMAN, 2022).

1.8 DEFINITION OF TERMS

1. Tourist Satisfaction

Tourist satisfaction is looking at the extent to which tourism products or services provided by a sector or tourism company meet or exceed tourists' expectations. If the tourist perception exceeds or meets the expectations, the tourists are considered satisfied (ILB GLOBAL, 2012).

2. Service Quality

According to the Editorial Team (2022), "Service quality" refers to how well an organization meets the expectations of its customers when it comes to the quality of the services it provides. The customer purchases the service in order to meet a certain demand. They have norms and expectations regarding how the company's service delivery satisfies their demands, either consciously or unconsciously. High service quality companies provide services that meet or surpass their customers' expectations

3. Involvement

The fact or condition of being associated with or participating in anything is referred to as involvement. Involvement is the act of participating in a group's activities, action taken by a group of individuals, a contractual engagement with financial responsibility, and the act of interfering (The Economic Times, 2022).

4. Motivation

The noun "motive," which describes a person's needs, desires, or motivations, is where the word "motivation" first appeared. It is the process of encouraging people to behave so they can accomplish their goals. The desire for money, success, recognition, and job satisfaction are just a few of the psychological factors that might affect people's behavior in the context of their professional goals (Prachi Juneja, 2015).

5. Airline

An airline is a corporation that offers passenger and cargo air transportation services. Airlines offer this service using a variety of planes. To provide and run the same airline, they also create alliances or partnerships with other airlines. A government aviation company's air operating certificate or license can frequently be used to identify an airline company. Airlines can be either scheduled or charter. (Collins Cobuild, 2022).

1.9 SUMMARY

In the first chapter, the study explains the determining factors of tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination. The issue that guided researchers to conduct this study and the importance of solving the issue for the company are then covered in this chapter. Before concluding up the chapter, the researcher lists the three objectives of the study, three research questions, and a glossary of terms.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter attempts to review the literature regarding service quality, motivation and involvement as independent variables while tourist satisfaction as a dependent variable. This chapter also provides a summary of the entire chapter and describes how hypotheses are developed and the research framework.

2.2 LITERATURE REVIEW

A literature review includes a critical examination of the sources, which is regarded as a literature review rather than a literature report. Hence, this study intends to critically evaluate several variables, namely, service quality, motivation, involvement and tourist satisfaction.

2.2.1 Service Quality

Service quality is a term that generates a significant amount of attention and discussion in the research literature. According to Kotler (2013), quality should begin with the requirements of the customer and finish with how they perceive it. The level to which a service satisfies a customer's wants or expectations is how Lewis (2010) defines service quality. Service quality has a big impact on customer satisfaction in the aviation industry. As a result, providing higher service quality increases customer experience, which leads to more customers and increases revenue for the company.

A study by Wang et al. (2020) investigated the effects of functional service quality, technical service quality, comfort and cleanliness together with service planning and reliability on passengers' satisfaction and reuse intention towards urban rail transit in Tianjin, China. In short, the other vital factors that have been studied in previous studies to determine the quality service of railway public transport include availability, accessibility, information, time, comfort, waiting time, crowdedness, fair and safety (Isikli et al., 2017; Machado-Leon et al., 2017). Ramya et al., (2019) and Mat et al. (2019) emphasized that, in addition to safety, service quality aspects such as tangibility, dependability, responsiveness, assurance, and empathy are essential elements that can influence passengers' experience with ETS. In addition, Wang et al. (2020) indicate that customer satisfaction and reuse intention of urban rail transportation strongly rely on the dimensions of service quality. This study refers to service quality as functional service quality, technical service quality and safety as indicators of tourist satisfaction and loyalty towards ETS.

2.2.2 Motivation

One of the most significant psychological influences on tourist behavior is travel motivation, which is a person's inner condition or particular wants and aspirations of visitors. Motivations are the forces that motivate human behavior, and they are crucial to the operation of the tourism industry. When a person can create an impulse that develops into a want, which then results in unhappiness until the need is met, that person is motivated. (Wu, 2015).

Many people utilize tourism to meet psychological needs such as the need to travel, participate in leisure activities, discover new things and abilities, express themselves and their confidence, be creative, compete, unwind, and feel like they belong. The essential motivations

ensure one's capacity on numerous emotional fronts (Hall & Page, 2006). Travelers choose tourism because of their inherent motivation for intangible rewards such as enjoyment, security, and other emotional needs. Other intrinsic motivators include tourists' attitudes toward their knowledge of a person, place, or item, as well as their favorable or negative feelings about it (A Jamin, 2020). A tourist's perception of a place, a person, or an object is formed by observation, hearing, or knowledge development. Additionally, a tourist's values or ideas may include a particular way of acting that is appropriate on a personal or societal level (SA Cohen, 2014).

2.2.3 Involvement

Involvement would lead to increased interest in the goods or services, and eventually, engagement with the company would extend beyond a simple purchase transaction (Yminkowska et al., 2017). When someone is interested in anything, their attitudes toward the thing or action will be stronger (Lambert, Minor, Wells, & Hogan, 2016).

Customer involvement is important because it may serve as an active and trustworthy spokesperson for the brand, assist other customers in identifying their wants for goods and services, determine how the business can meet those needs, and remove barriers between the firm and the customer (Vivek et al., 2014). In order to understand how LPs function through participation and what elements can lead in customer involvement with a business, we employed the Bruneau, Swaen, and Zidda (2018) approach. Since involvement can increase customer loyalty and happiness, training, concession, emotional bonding, and commitment, it must be understood from the perspective of the customer with a focus on psychological factors (Brodie, Hollebeek, Juri, and Ili 2011; Brodie, Ilic, Juric, & Hollebeek, 2013)

2.2.4 Tourist Satisfaction

According to Kotler (2012), satisfaction is "a person's feelings of joy or disappointment arising from assessing a product's perceived performance (or outcome) in accordance with his or her expectations." While service quality relates to the customer's evaluation of the company's overall level of quality, satisfaction refers to how well the product or service meets the customer's expectations (Dodds & Jolliffe, 2016). For instance, the study on creative tourism by Ali et al. (2016) found that satisfied tourists are more likely to behave favourably toward the destination.

Customer satisfaction is defined as "the individual expectations on performance of service or product given by a business for them," (Mittal et al., 2015). Alonso-Almeida et al. (2015) pointed out that the airline business should examine and measure their passengers' needs as well as their satisfaction levels in order to catch their attention as well as reduce costs and increase profitability. Sometimes satisfaction is defined as the services a company provides to its clients and whether the organization can meet their demands and desires (Kansra & Jha, 2016). Bienstock (2015) mentioned that clients will be loyal towards their brands owing to the perception and satisfaction of the quality offered by the provider to them. Customer satisfaction was a primary objective for any business (Ashraf et al, 2018). If results are as expected, the customer is extremely delighted or satisfied (Nurmalina, 2017). Consequently, a business must constantly pay attention to the quality of the goods and services offered to customers (Subashini & Gopalsamy, 2016).

2.3 HYPOTHESIS DEVELOPMENT

According to the literature study below, service quality and other independent variables like motivation and involvement are among those factors that determine tourist satisfaction using AirAsia as a preferred airline to travel. This study is intended to look at how these variable levels interact.

This study confirmed the link between tourist satisfaction and service quality. In a study by Osman and Sentosa, (2013) the effect of service quality on customer satisfaction in Malaysian rural tourism was examined. The researchers discovered a strong and favorable relationship between service quality and customer satisfaction. Understanding the effect of service quality on passenger satisfaction is important for any company. The passenger service of Royal Jordanian Airlines was the subject of research by (Jahmani, 2017), which discovered that quick service quality to tourist could have a favorable and significant effect on customer satisfaction and explained servqual indicators, including aircraft physical facilities, timely check-in procedures, willingness to assist passengers with problems, and confidence in the safety of this flight. Previous research has shown that due to the advantages for firms, customer satisfaction has evolved as a significant intermediary goal in service operations. If performance meets expectations, then the customer becomes very satisfied or happy (Nurmalina, 2017). According to David McA (2013), satisfaction is a more important concept than service quality, which only focuses on service-related factors. Service quality and customer satisfaction are directly correlated, which can be understood to mean that the quality of the service has a big impact on customer satisfaction. Huang, Lee & Chen (2019) discovered that service quality and customer satisfaction were significantly related. Therefore, for the purpose of this study, the first research hypothesis is :

H1: There is a significant relationship between service quality and tourist satisfaction

Previous research on motivation in tourism has concentrated on the two motivational ideas of "push" and "pull," as well as "escape seeking" (Han & Hyun, 2018; Yoon & Uysal, 2005). Although motivation, a complicated term, affects customers' attitudes, beliefs, and emotions (White, 2015), research on the relationship between motivation and loyalty has been inconsistent. Some researchers claim that motivation has an effect on both satisfaction and loyalty, which serves as an example of this conflict (Devesa, Laguna, & Palacios, 2010; Subrahmanyam, 2017; White, 2015). Furthermore, according to a study on creative tourism (Chang et al., 2014), motivation has no influence on intention loyalty. These contradictory results call for additional investigation into the impact of tourist motivation on the growth of tourist loyalty, and in the case of this study, how this manifests itself in the field of creative attractions. Hence, the second hypothesis is as follows:

H2: There is a significant relationship between motivation and tourist satisfaction

Among the relationship between involvement and tourist satisfaction is that involvement will come with satisfaction when we do something or go to a place. For example, we need to involve ourselves in a situation to feel satisfaction after facing that situation. So that there will be a significant relationship between involvement with tourist satisfaction.

According to Kim, Woo, and Uysal (2015) research, engaging in tourism not only reduces stress but also improves quality of life and life satisfaction, two crucial factors for employees to give high-quality services. This discussion leads to the conclusion that as tourism is seen as a leisure activity, the more employees participate in tourist-related activities, the better their service performance. Therefore, the third hypothesis is as follows:

H3: There is a significant relationship between involvement and tourist satisfaction

2.4 CONCEPTUAL FRAMEWORK

The conceptual framework demonstrates the relationship between the independent and dependent variables employed in this study. To be specific, this study highlighted a conceptual framework that identifies the factors that determine tourist satisfaction using AirAsia as their preferred Airline to travel domestically. Three independent variables have been used in this study which are service quality, motivation and involvement while the dependent variable is tourist satisfaction.
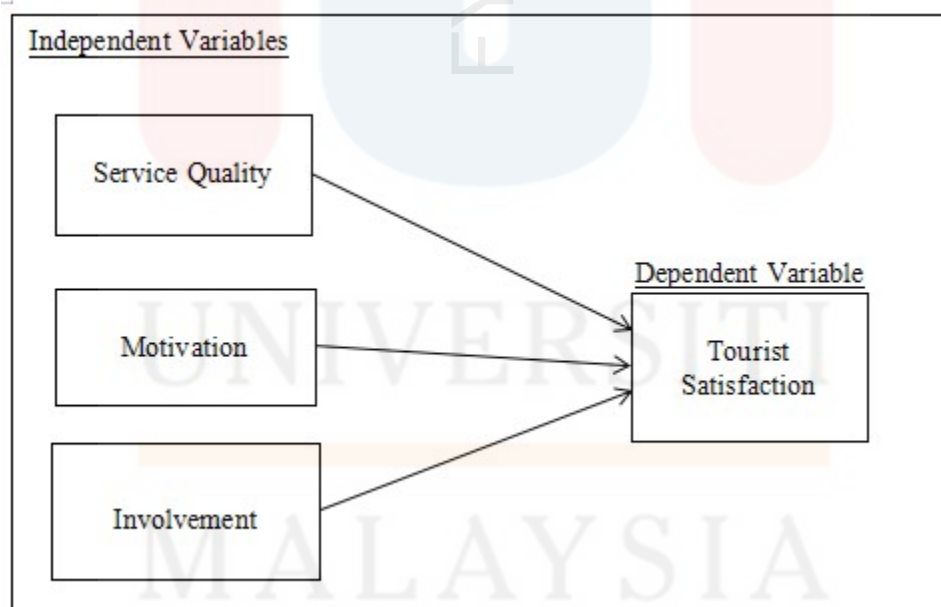
Figure 1: Conceptual Framework

2.5 SUMMARY

The second chapter has discussed the service quality, motivation and involvement as independent variables while satisfaction as dependent variable, conceptual framework, hypothesis development and closed by a summary of the chapter.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter also discusses the target population and the minimum sample size of the study. The sampling method and sampling procedure employed to collect the data also have been enlightened in this chapter. Subsequently, this chapter explains the research instrument, data analysis and summary of the chapter.

3.2 RESEARCH DESIGN

Research design defines the overall strategy utilized to carry out research that refers to a succinct and logical plan to tackle established research questions through the collection, interpretation, analysis, and discussion of data. The strategy, framework, and methodology used in research design aims to answer research questions while minimizing variation (Creswell & Creswell, 2017).

Quantitative research is a measurable investigation of numerical information gathered in an overview to inquire about, utilizing strategies, for example, surveys using questionnaires. The examination requires an example size to have progressively factual power for speculations on the discoveries (Kumar, Talib, & Ramayah, 2013). The design of this study divides between three types: causal, exploratory, and descriptive. This investigation will employ causal analysis. The goal of this kind of research is to identify the potential effects of a link between a dependent variable and an independent variable on current criteria and assumptions.

Since the goal of this study is to establish a causal connection between several factors, a causal research design has been used. Then, a cross-sectional study is used in this research. The benefits of cross-sectional design include the focus on identifying correlations between variables at a single point in time and the collecting of data at and about a single point in time. In cross-sectional designs, survey methods are frequently employed to gather data since they are quick and fairly priced. Cross-sectional research was employed by Albattat & Romli (2017) since it was conducted only once over a specific time period. In this study, the unit of analysis is individual tourists who travel using Air Asia.

3.3 TARGET POPULATION

Three main factors make the target population crucial: it clarifies the purpose and scope of the research, as well as the sorts of data that will be collected. Hence, there are three main criteria of the target population in this study: (1) tourist who use AirAsia to travel domestically in the last five years (2) Travellers must be at the age of 18 years and above to respond to the questionnaire (3) they must be a permanent residence of Malaysia since this study targeted domestic tourists.

3.4 SAMPLE SIZE

For the purposes of the particular research project, the sample size within the range of the samples employed in the study serves as the population representative. The sample size in market research refers to the total number of respondents. This study will focus on the factors that determine tourist satisfaction using AirAsia as a preferred Airline to travel domestically. In this study, researchers will concentrate on respondents who have used any services or facilities which satisfy tourist satisfaction of AirAsia Airline to travel to domestic destinations.

For visitor arrivals in Malaysia, domestic tourism reached a higher record in 2018. Total domestic visitors in 2018 increased by 7.7% to 221.3 million. As a percentage of all tourism-related travel, domestic tourists made 302.4 million domestic trips. (Departments Of Statistics Malaysia, 2019). In 2019 had a total of 239.1 million domestic tourists, an increase of 8.1% over the previous year's 7.7% percent (Departments Of Statistics Malaysia, 2020). Due to COVID-19 lockdown, domestic tourism in Malaysia had a dramatic decline in tourist visits in 2020. In contrast to the year before, 2019, there were 131.7 million domestic visitors overall in 2020, a 44.9 percent decrease: 11.8 percent (Departments Of Statistics Malaysia, 2021). In 2021, almost 134,7 thousand tourists came to Malaysia. The goal of Malaysia's Visit Malaysia 2020 campaign was to increase the number of tourists. However, this campaign was doomed by the COVID-19 epidemic, which led to travel bans around the world. (Statista Research Department, 2022). A total of 66.0 million were recorded in 2021 with a negative growth of 49.9 percent as compared to the previous year 2020: -44.9 percent (Departments Of Statistics Malaysia, 2022).

For the purpose of calculating the sample size for a certain population, a table made by Krejcie & Morgan in 1970 was designed to be easily consulted. Consequently, 384 respondents

will make up the sample size for this research study. However, due to the time constraint, this study is able to gather 306 samples only.

TABLE 1
Table for Determining Sample Size from a Given Population

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size.
S is sample size.

(Table 1: Determining sample size of a known population)

Source: Krejcie & Morgan (1970)

3.5 SAMPLING METHOD

The sampling method is a technique for selecting a small group of people from a broad population to engage in research. The researchers pick a subset of the population for further analysis during the sampling phase. The two kinds of sampling processes are probability sampling and non-probability sampling. Since the convenience sampling is simple to conduct and inexpensive, it has been used in this investigation.

3.6 DATA COLLECTION

Data collection is a method of collecting data from numerous sources in order to obtain complete and trustworthy data. Data collection allows an individual or organization to answer meaningful questions, evaluate results, and estimate future possibilities and tendencies. A survey was employed to collect data for this investigation, which used questionnaires. A questionnaire is a data collection instrument that asks respondents a series of questions. Furthermore, because it is standardized, this type of study is typically less expensive and easier to handle than other methods. Furthermore, because there were a large number of participants in this study, researchers employed this strategy due to its effective method for collecting data and information. The study uses the google forms method where customers or tourists will answer questions online. In addition, by using this method, the study can easily conduct a survey. Hence, in this study the study uses self-administered questionnaires by using google forms to collect data.

3.6.1 Pilot study

Prior to distributing the questionnaire to the intended audience on a large scale, this study has conducted a pilot test among 30 respondents to ensure that there would be no issues with the questionnaire. Then, the data collected will be analyzed using SPSS to determine the internal consistency based on the Cronbach's Alpha. If the data indicates a high internal consistency then the actual study will be performed.

3.6.2 Procedure for distributing questionnaire

The Google Form is used to gather information from tourists or people who (1) have used AirAsia to travel domestically in the previous five years (2) are at least 18 years old and (3) are Malaysian permanent residents, as this study specifically targeted domestic visitors. By using the Google Form, it just sends the URL through the WhatsApp app, using it can be easier (Naderifar, Goli and Ghalyaie, 2017). It simply takes a short time to get the data using Google Form. As a result, it has the potential to raise the number of replies from one to many.

3.7 RESEARCH INSTRUMENT

This study used questionnaires to collect the response from respondents. In this research study, researchers used questionnaires in order to obtain all the data and information needed to accomplish the research. Questionnaires can be classified as a form of data collection that is simple and easy to accomplish. It is also a straightforward data collection method in performing a research study. Questionnaires can be answered in an online survey that can facilitate respondents to answer the questions. Researchers use questionnaires in order to get the data and feedback since it is the most suitable approach to use in a large number of respondents.

The questionnaire starts with the filter questions to ask whether the potential respondents have used AirAsia to travel domestically in the last five years, at the age of 18 and above as well as they must be domestic tourists travelling in Malaysia. Then, the questionnaire's second section includes the statements about service quality offered by AirAsia Airlines. A motivational factor that contributes to why people choose to fly with AirAsia Airlines is provided in the third section of the questionnaire. Statements about the involvement of visitors who use the AirAsia Airlines service are found in the fourth section of the questionnaire. Tourist satisfaction with using AirAsia airlines for domestic travel is the subject of the questionnaire's fifth section, which is relevant to the dependent variable of the study. The population profile of respondents is discussed in the final section in order to gather some basic information about respondents. The basic information are gender, age, monthly income, education, occupation and nationality of respondents.

Additionally, a 5-point Likert scale will be used in all sections, with 1 indicating strongly disagree, 2 indicating disagree, 3 indicating neutral, 4 indicating agree, and 5 indicating strongly agree.

3.8 DATA ANALYSIS

A method of assessing and understanding the information gathered from the respondents is data analysis.

3.8.1 Statistic Package for the Social Sciences (SPSS)

For interactive or batch statistical analysis, use the Statistical Package for the Social Sciences (SPSS). This system, one of the most well-known statistical ones, can use straightforward techniques to carry out complicated data processing and testing. The application is user-friendly and at the same time it could create tabulated reports with charts and distribution plots using any information.

3.8.2 Reliability Analysis (Cronbach's Alpha)

Reliability analysis now often refers to the measurements' internal consistency. The degree to which any indication of a concept seems to be constant on a few basic levels is known as internal consistency (Zikmund et al., 2013; Creswell & Creswell, 2017). The reliability assessment analyzes whether each questionnaire is trustworthy or at least somewhat relevant. The simple statistic of Cronbach's alpha can be used to assess dependability. We take into account true Cronbach's alpha values of 0.70 and higher. It is recommended to have a score of at least 0.8, and it is excellent to have a score of at least 90.

3.8.3 Frequency Analysis

Frequency analysis is a new method to investigate the stability of orbits in a conservative dynamical system. It was initially developed to look at the stability of the solar system (Laskar, Icarus, 88, 1990).

3.8.4 Descriptive Statistics

Descriptive statistics clearly summarize and characterize the data (Zikmund et al., 2013; Creswell & Creswell, 2017). Descriptive statistics were therefore computed for the dependent variable and independent factors in this investigation. Pie charts and graphs can be used to display or evaluate data that has been processed (SPSS). It is therefore simple to read and comprehend. To make the data easier to grasp, it uses measurements like mean, median, and others.

3.8.5 Pearson Correlation Coefficient Analysis

The Pearson correlation measures how strongly two variables are correlated linearly. The Pearson Correlation is the most often used correlational statistics metric. The linear link between the two sets of data is demonstrated. One of the important analyses that measures the strength of the linear relationship between the independent variable (IV) and the dependent variable (DV). The objective of this study was to determine whether the independent variable (IV) and the dependent variable are associated (DV). If there is a correlation, the researcher must comprehend how strongly the independent variable (IV) and dependent variable are related (DV). Its range of values is from -1 to 1, with -1 denoting a completely inverse linear correlation, 0 denoting no

correlation, and 1 indicating a completely inverse positive correlation (Nettleton, 2014). Meanwhile, a correlation coefficient of 0 means there is no connection.

3.9 SUMMARY

This chapter has covered the research design, target population, sample size, sampling technique, data collecting, research instruments, and data analysis strategy utilized to carry out this study.

CHAPTER 4

RESULT AND DISCUSSIONS

4.1 INTRODUCTION

This chapter elaborates the findings from an analysis of the information gathered through the distribution of survey to 306 respondents who use AirAsia as preferred airline to travel in domestic destinations. This chapter discusses the survey's findings. The findings from the frequency analysis, descriptive analysis, reliability test, Pearson Correlation Coefficient analysis, and discussion based on research objectives.

4.2 RESULT OF FREQUENCY ANALYSIS

The survey has been conducted among 306 respondents and the result of demographic profile is collected and has been summarized. The demographic profile that has been asked in the questionnaire is age, gender, race, marital status, education level and occupation. The summary of demographic profile is shown in table 4.1 below.

Demographic	Categories	Frequency (N)	Percentage (%)
Age	18 - 22 years	93	30.4
	23 - 27 years	171	55.9
	28 - 32 years	28	9.2
	33 years and above	14	4.6

Demographic	Categories	Frequency (N)	Percentage (%)
Gender	Male	148	48.4
	Female	158	51.6
Race	Malay	260	85.0
	Indian	11	3.6
	Chinese	16	5.2
	Others	19	6.2
Marital Status	Single	267	87.3
	Married	38	12.4
	Missing	1	0.3
Education Level	Primary School	4	1.3
	Secondary School	42	13.7
	Diploma	50	16.3
	Bachelor of Degree	186	60.8
	Master's Degree	22	7.2
	Doctor of Philosophy	2	.7

Demographic	Categories	Frequency (N)	Percentage (%)
Occupation	Government	28	9.2
	NGO	50	16.3
	Self-employed	26	8.5
	Unemployed	7	2.3
	Student	195	63.7

Table 4.1: Summary of Demographic Profile

4.2.1 Age

Based on the result from table 4.1 shows the age distribution of the respondents. The total of respondents is 306 respondents. The age category is divided into four groups: group 1 is for those between the ages of 18 and 22; group 2 is for respondents between the ages of 23 and 27; group 3 is for respondents between the ages of 28 and 32; and group 4 is for respondents who are 33 years of age and above. According to the age table, the highest number of respondents were from the group age of 23 - 27 years with 55.9% (N=171) respondents. The second highest group is 18 - 22 years with 30.4% (N=93) respondents and the third group is 28 - 32 years with 9.2% (N-28) respondents. The last group is 33 years and above with 4.6% (N=14) respondents only.

4.2.2 Gender

In this study, the female respondents were higher with 51.6% (N=158) respondents more than male which 48.4% (N=148) respondents. Therefore, there are more female respondents compared to the male respondents.

4.2.3 Race

The race distribution among the respondents is seen in table 4.1. A total of 260 respondents from the Malay race with an average of 85.0%. Other races total 19 respondents with 6.2% while Chinese 5.2% (N=16) and Indian 3.6% (N=11).

4.2.4 Marital Status

Based on the table, there are more single respondents compared to the married respondents. The percentage of single respondents is 87.5% (N=267) higher than the married respondents with 12.4% (N=38). But, 0.3% (N=1) of respondents do not answer their marital status.

4.2.5 Education Level

Table 4.1 illustrates the respondents educational backgrounds. With 60.8% (N=186) respondents having a bachelor's degree, the majority of the respondents are educated. The second highest level of education is diploma with 16.3% (N=50) respondents and followed by secondary school with 13.7% (N=42) respondents. There are only 7.2% (N=22) respondents from master's degrees. The primary school with 1.3% (N=4) respondents while ph.D comes out with 0.7% (N=2) respondents.

4.2.6 Occupation

Table 4.1 shows the percentage of respondents' occupation. The most respondents are students with 63.7% (N=195) followed by NGO with 16.3% (N=50) respondents. While the

government is 9.2% (N=28) and self-employed is 8.5% (N=26) respondents. The last is unemployed with 2.3% (N=7) respondents.

4.3 RESULT OF DESCRIPTIVE ANALYSIS

Table below shows the mean and standard deviation for each variable in research with the number of respondents is 306 using AirAsia as a preferred airline to travel to the domestic destination.

4.3.1 Service Quality

Variables	N	Mean	Standard Deviation
Operating hours exactly according to the set time.	306	3.53	.962
AirAsia staff help passengers who face any problems related to the Airline.	306	3.81	.886
Spacious and convenient Airline facilities.	306	3.76	.951
AirAsia staff provide information needed by passengers.	306	3.84	.815
AirAsia staff prioritize passenger safety.	306	4.03	.841
AirAsia staff give full attention to passengers.	306	3.91	.831
AirAsia staff pay attention to passenger comfort.	306	3.90	828
AirAsia staff help passengers' needs.	306	3.92	847

AirAsia staff inform the exact service time.	306	3.69	.943

Table 4.2 Descriptive statistics of Service Quality

Table 4.2 showed the mean and the standard deviation statistics of respondents on the service quality. AirAsia staff prioritize passenger safety scored the greatest mean value, which was 4.03 where the respondents agreed that service quality of "AirAsia staff prioritize passenger safety" motivated respondents to use AirAsia as a preferred Airline to travel to the domestic destination. Meanwhile, the lowest mean was the variety "operating hours exactly according to the set time" with the mean value of 3.53 but it's also the higher standard deviation which was 0.962 where the respondents agreed that service quality of "operating hours exactly according to the set time" motivated respondents to use AirAsia as a preferred airline to travel to the domestic destination. The higher standard deviation value indicates the greater spread in the data. So, for the service quality respondents will use AirAsia as a preferred airline to travel to the domestic destinations with the AirAsia staff prioritizing passengers safety.

4.3.2 Motivation

Variables	N	Mean	Standard Deviation
Using AirAsia Airlines to travel is fun.	306	3.72	.886
Using AirAsia Airlines to travel is very entertaining.	306	3.75	.883
Using AirAsia Airlines to travel makes me happy.	306	3.77	.862
AirAsia provides various promotions during his holidays.	306	3.86	.902
Using AirAsia Airlines to travel is exciting.	306	3.84	.849

Table 4.3: Descriptive statistics of Motivation

Table showed the mean and standard deviation statistics of respondents on the motivation. AirAsia provides various promotions during holidays scored the greatest mean value which was 3.86, where the respondents agreed that motivation of "AirAsia provides various promotions during holidays" to motivate respondents to use AirAsia as a preferred airline to travel to the domestic destinations. Meanwhile, the lowest mean was "using AirAsia airline to travel is fun" with the mean value of 3.72, where the respondents agreed that motivation of "using AirAsia airline to travel is fun" motivated respondents to use AirAsia as a preferred airline to travel to the domestic destination. Besides, the higher standard deviation is "AirAsia provides various promotions during holidays" which was 0.902. The higher standard deviation value indicates the greater spread in the data. So, for motivation respondents will use AirAsia as

a preferred airline to travel to the domestic destinations with "AirAsia provides various promotions during holidays".

4.3.3 Involvement

Variables	N	Mean	Standard Deviation
Using AirAsia Airlines is important to me.	306	3.56	.908
Using AirAsia Airlines is interesting for me.	306	3.64	.888
Using AirAsia Airlines is relevant to me.	306	3.72	.890
Using AirAsia Airlines is exciting to me.	306	3.74	.881
Using AirAsia Airlines is meaningful for me.	306	3.65	.852
Using AirAsia Airlines is an attractive notion to me.	306	3.71	.862
Using AirAsia Airlines is valuable to me.	306	3.67	.894
Using AirAsia Airline is demanding a certain amount of involvement from me.	306	3.66	.907
Using AirAsia Airlines is necessary for me.	306	3.69	.929

Table 4.4: Descriptive statistics of Involvement

Table showed the mean and standard deviation statistics of respondents on the involvement. Using AirAsia airline is exciting for me with the greatest mean value, which was 3.74, where the respondents agreed that the motivation of "using AirAsia airline is exciting for

me" motivates respondents to use AirAsia as a preferred airline to travel to the domestic destinations. Meanwhile, the lowest mean was "using AirAsia airline is important to me" with a mean value of 3.56. The respondents agreed that the motivation of "using AirAsia airline is important to me" motivated respondents to use AirAsia as a preferred airline to travel to domestic destinations. Besides, the higher standard deviation is "using AirAsia airline is necessary to me", which was 0.929. The higher standard deviation value indicated the greater spread in the data. So, for motivation respondents will use AirAsia as a preferred airline to travel to the domestic destinations with "using AirAsia airline is necessary to me".

4.3.4 Tourist Satisfaction

Variables	N	Mean	Standard Deviation
The feeling of pleasure using this AirAsia Airline.	306	3.68	.830
Using AirAsia Airlines exceeds my expectations.	306	3.62	.868
Feeling satisfied with the services provided by AirAsia Airlines.	306	3.78	.847
Overall, I feel satisfied with AirAsia Airlines.	306	3.79	.839

Table 4.5: Descriptive statistic of Tourist Satisfaction

Table showed the mean and standard deviation statistics of respondents on the tourist satisfaction. Overall, I feel satisfied with AirAsia Airline scoring the greatest mean value which was 3.79, where the respondents agreed that tourist satisfaction of "overall I feel satisfied with AirAsia Airline" motivated respondents to use AirAsia as a preferred airline to travel to the

domestic destinations. Meanwhile, the lowest mean was "using AirAsia airline exceeds my expectations" with the mean value of 3.62, where the respondents agreed that tourist satisfaction of "using AirAsia airline exceeds my expectations" motivated respondents to use AirAsia as a preferred airline to travel to the domestic destination. Besides, the higher standard deviation is "using AirAsia airline exceeds my expectations" which was 0.868. The higher standard deviation value indicates the greater spread in the data. So, for tourist satisfaction respondents will use AirAsia as a preferred airline to travel to the domestic destinations with "AirAsia airline exceeds my expectations".

4.3.5 Dependent and Independent Descriptive

Variables	N	Mean	Standard Deviation
Service Quality	306	3.82	.726
Motivation	306	3.78	.777
Involvement	306	3.67	.803
Tourist Satisfaction	306	3.71	.769

Table 4.6 Dependent and Independent Variables

The table showed the number of respondents, mean and standard deviation of both independent variables (IV) and dependent variable (DV). For independent variables (IV), service quality had a highest mean score which is 3.82 and followed by motivation (3.71) and lastly is involvement (3.67). The mean score of dependent variable (DV), the tourist satisfaction is 3.71.

Meanwhile, for the independent variables (IV), the highest standard deviation is involvement which is 0.803, followed by motivation (0.777) and service quality (0.726). The standard deviation for dependent variable (DV) the tourist satisfaction is 0.769.

4.4 RESULT OF RELIABILITY TEST

Referring to the (Zikmund et al., 2013; Creswell & Creswell, 2017), reliability analysis now often refers to measurements' internal consistency. The degree to which any indication of a concept seems to be constant on a few basic levels is known as internal consistency. Researchers take into account true Cronbach's alpha values of 0.70 and higher. Cronbach's alpha is a measure of a test's reliability. Based on the survey results, researchers can determine and describe whether this was legitimate, reliable, and understandable to the respondent. According to the rule of thumb, the value of Cronbach's alpha coefficient is shown in Table 4.6.

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 4.7: Cronbach's Alpha Coefficient Value

Table 4.6 shows that the higher and closer the Cronbach's Alpha value is the greater the item's internal consistency is and the more dependable it is for survey purposes. For internal consistency to be considered satisfactory, Cronbach's Alpha must be greater than 0.5. The reliability of a Cronbach's Alpha Coefficient is good when it's more than 0.7.

4.4.1 Pilot Test Result

Before the actual data collection started with 306 respondents, a pilot data was taken of 30 respondents to complete the questionnaire. A pilot test was conducted before the actual questionnaire was distributed to identify any possible errors in the questionnaire, such as unclear questions, that might have been overlooked. As a result, researchers have the opportunity to detect and correct any issues that may arise in developing the questionnaire and be able to distribute the actual questionnaire. Table 4.7 shows the pilot survey test result.

Construct	Cronbach's Alpha	No of Item	N
Service Quality	0.890	9	30
Motivation	0.890	5	30
Involvement	0.961	9	30
Tourist Satisfaction	0.968	4	30
All Variable	**0.974**	**27**	**30**

Table 4.8: Pilot Test Result

This table shows evidence about the dependability of four factors. Cronbach's Alpha was applied to investigate the consistency of the 27 items, which served as a measurement of five different constructs. The coefficients of all the constructs are good and excellent, according to the results. Furthermore, the result is above 0.7 indicating that this questionnaire can be disseminated and the survey can proceed.

According to the statistics, the coefficient for tourist satisfaction has the highest coefficient with a result of reliability testing of 0.968 (excellent) and involvement also has an

excellent result which is 0.961. While the coefficient for service quality and motivation has been found to be the same at 0.890 (good).

4.5 RESULT OF PEARSON'S CORRELATION COEFFICIENT ANALYSIS

Pearson's Correlation Coefficient analysis used to examine the relationship between independent variables: service quality, motivation, and involvement with the dependent variable: tourist satisfaction. Pearson Correlation is used to determine the strength of the relationship between an independent variable and a dependent variable based on the size of the correlation. The strength of the association and the researchers' correlation coefficients are shown in the table below.

Correlation Coefficient(r)	Strength of Relationship
(0.91 to 1.00) or (-0.91 to 1.00)	Very Strong
(0.71 to 0.90) or (-0.71 to 0.90)	Strong
(0.51 to 0.70) or (-0.51 to -0.70)	Medium
(0.31 to .50) or (-0.31 to -0.50)	Weak
(0.01 to 0.30) or (-0.01 to -0.30)	Very Weak
0.00	No correlation

Table 4.9: Coefficient Correlation and Strength of Relationship

Hypothesis 1

H1: There is a significant relationship between service quality and tourist satisfaction using AirAsia as a preferred airline to travel to domestic destinations.

CORRELATIONS		Service Quality	Tourist Satisfaction
Service Quality	Pearson Correlation	1	.842
	Sig. (2-tailed)		.000
	N	306	306
Tourist Satisfaction	Pearson Correlation	.842	1
	Sig. (2-tailed)	.000	
	N	306	306
**Correlation is significant at the 0.01 level (2-tailed)			

Table 4.10: Correlation Analysis for Hypothesis 1

Table 4.9 the correlation value of 0.842 reveals a high relationship between service quality and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination. This shows that the relationship between service quality and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination, is positive. The service quality significant value is 0.000, which is less than the extremely significant value 0.001. As a result, there is a relationship between service quality and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination. Hence, H1 is supported.

Hypothesis 2

H2: There is a significant relationship between motivation and tourist satisfaction using AirAsia as a preferred airline to travel to domestic destinations.

CORRELATIONS		Motivation	Tourist Satisfaction
Motivation	Pearson Correlation	1	.865
	Sig. (2-tailed)		.000
	N	306	306
Tourist Satisfaction	Pearson Correlation	.865	1
	Sig. (2-tailed)	.000	
	N	306	306
**Correlation is significant at the 0.01 level (2-tailed)			

Table 4.11: Correlation Analysis for Hypothesis 2

Table 4.10 shows that there is a correlation between motivation and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination, with a correlation value of 0.865. This suggests that the relationship between motivation and tourist satisfaction is very strong and significantly connected among tourists that use AirAsia as a preferred Airline to travel to the domestic destination. Motivation has a significant value of 0.000, which is less than a significant level of 0.01. Hence, there is a significant relationship between motivation and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination. Hence, H2 is supported.

Hypothesis 3

H3: There is a significant relationship between involvement and tourist satisfaction using AirAsia as a preferred airline to travel to domestic destinations.

CORRELATIONS		Involvement	Tourist Satisfaction
Involvement	Pearson Correlation	1	.875
	Sig. (2-tailed)		.000
	N	306	306
Tourist Satisfaction	Pearson Correlation	.875	1
	Sig. (2-tailed)	.000	
	N	306	306
**Correlation is significant at the 0.01 level (2-tailed)			

Table 4.12: Correlation Analysis for Hypothesis 3

Table 4.11 shows a correlation value of 0.875, which indicates there is a positive correlation between involvement and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination. This implies that among tourists that use AirAsia as a preferred Airline to travel to the domestic destination, the relationship between involvement and tourist satisfaction is very strong and significantly connected. Involvement has a 0.000 significant value, which is less than the 0.01 moderately significant level. Therefore, there is a significant relationship between involvement and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination. Hence, H3 is supported.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

This analysis of the literature on factors influencing that determine tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination. The findings of this study examined the relationship between service quality, motivation, involvement and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination.

Hypothesis	Pearson's correlation results	
H1: There is a relationship between service quality and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination.	$r = 0.842$, $p < 0.01$	Strong
H2: There is a relationship between motivation and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination.	$r = 0.865$, $p < 0.01$	Strong
H3: There is a relationship between involvement and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination.	$r = 0.875$, $p < 0.01$	Strong

Table 4.13: Shows the summary for hypothesis testing in this study

Based on the table 4.12 showed that Pearson's correlation analysis was performed to evaluate the hypothesis on service quality, motivation, involvement and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination. At the 0.01 significance level,

all hypotheses provided were accepted. Moreover , all of the hypothesis is supported as the end result showed that independent variables which are service quality, motivation, and involvement have a very strong and high positive correlation with the tourist satisfaction.

4.7 SUMMARY

The outcomes of frequency analysis, descriptive analysis, reliability analysis, and analysis using the Pearson Correlation Coefficient are defined in Chapter 4. These variables were found to be significant and positively correlated with tourist satisfaction when choosing AirAsia as their favorite airline for domestic travel. Moreover, because the p-value is less than 0.05, all hypotheses are supported.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

The focus of this chapter is the discussion and conclusion. The chapter will begin with an introduction, followed by a recapitulation of the research findings, limitations, recommendations, and summary. The findings from Chapter 4 are covered in this chapter. This chapter also includes suggestions that could be used for this research in the future. At the end of this chapter, the researchers will present their findings in relation to this investigation.

5.2 RECAPITULATION OF THE FINDINGS

In this study, the findings from the previous chapter 4 (Result and Discussion), which are based on the study's objectives, questions, and hypothesis, will be summarized.

5.2.1 Relationship between service quality and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination.

Research question 1 of this study asked about any relationship between service quality and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination? This is also to answer the first objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To identify the relationship between service quality and tourist satisfaction using	Is there any relationship between service quality and tourist satisfaction using

AirAsia as a preferred airline to travel to the domestic destination.	AirAsia as a preferred airline to travel to the domestic destination?

H1: There is a relationship between service quality and tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination.

Table 5.1: Research Objective 1 and Research Question 1

The result of hypothesis H1 in the previous chapter reviewed to answer research question 1. Apart from that, H1 stated that there is a relationship between service quality and tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination. From findings, it shows that service quality is positive and strongly related to tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination with correlation coefficient of 0.842. The p value of service quality is 0.000 which is less than highly significant level 0.05. In addition, there is a relationship between service quality and tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination. The findings can be supported by (Kotler, 2013), quality should begin with the requirements of the customer and finish with how they perceive it. Therefore, H1 accepted.

5.2.2 Relationship between motivation and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination.

Research question 2 of this study asked about any relationship between motivation and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination? This is also to answer the first objectives and hypothesis.

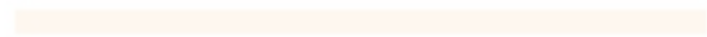| Research Objectives (RO)	Research Question (RQ)
To identify the relationship between motivation and tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination.	Is there any relationship between motivation and tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination?
H1: There is a relationship between motivation and tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination.	

Table 5.2: Research Objective 2 and Research Question 2

The result of hypothesis H2 in the previous chapter reviewed to answer research question 2. Apart from that. H2 stated that there is a relationship between motivation and tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination. From the findings, it shows that motivation is positive and strongly related to tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination with correlation coefficient of 0.865. The p value of place attachment is .000 which is less than the highly significant level 0.05. In addition, there is a relationship between motivation and tourist satisfaction using AirAsia as a
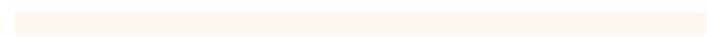
preferred airline to travel to the domestic destination. The findings can be supported by (Wu,2015) a person can create an impulse that develops into a want, which then the result is unhappiness until the need is met, that person is motivated. Therefore, H2 accepted.

5.2.3 Relationship between involvement and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination.

Research question 3 of this study asked about any relationship between involvement and tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination? This is also to answer the first objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To identify the relationship between involvement and tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination.	Is there any relationship between involvement and tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination?
H1: There is a relationship between involvement and tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination.	

Table 5.3: Research Objective 3 and Research Question 3

The result of hypothesis H3 in the previous chapter reviewed to answer research question 3. Apart from that H3 stated that there is a relationship between involvement and tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination. From the findings, it shows that involvement and tourist satisfaction using AirAsia as a preferred airline to travel to the domestic destination with correlation coefficient of 0.875. The p value of place attachment is 0.000 which is less than the highly significant level 0.05. In addition, there is a relationship between involvement and tourist satisfaction using AirAsia as a preferred airline to

travel to the domestic destination. The findings can be supported by (Yminkowska et al,2017) involvement would lead to increased interest in the goods or services, and eventually, engagement with the company would extend beyond a simple purchase transaction. Therefore, H3 accepted.

5.3 LIMITATIONS

There are certain limitations that occur throughout the entire research. It is important to realize that the current study has significant limitations. The major limitation of this study was the time constraint extending several months to collect all of the data. The researchers made an effort to contact the respondents within a short period of time. Therefore, researchers will not be able to get the number of respondents that have been set.

Another limitation is the method of data collection. Researchers use quantitative methods to collect the data, which google forms are used to collect the data. When researchers use a google form, the accuracy of getting respondent data becomes easier, organized and accurate. Google forms also make it easier for researchers to collect respondent data. Using a google form to make a survey, the limitation is this method lacks a respondent. The researcher had to send the questionnaire many times to get a respondent.

In addition, for the topic selection, the researcher will choose a specific topic so that research is more accurate and easy to understand by the respondents.

5.4 RECOMMENDATIONS

5.4.1 Future study

This research does use quantitative methods for this research purpose. Nevertheless, for the future researchers, we all suggest that researchers need to blast the link of google form early. So future researchers can collect enough respondents in a long period of time. Additionally, a future researcher can blast the link many times. For example, researchers can blast links via Whatsapp status, by contact or by Whatsapp groups.

The researcher suggests future researchers use this framework to be tested using other airline services such as Malindo Air, Firefly, Malaysia Airline and others. Researchers also suggest to future researchers to use other variables to be tested with this framework, for example, future researchers can use perceived value as their independent variable to be tested with a dependent variable which is tourist satisfaction using the airline.

For the topic selection in the future research, researchers need to create a topic that the respondent can understand directly and know about the topic needed.

5.4.2 Recommendation for the stakeholder

Air Asia Airline is still leading as a company that offers low cost airlines services. To maintain this title AirAsia must take a step to the customers satisfaction towards the quality of their service.

Air Asia Airline should improve their time management in terms of the flight schedule. The management should state the actual time for the flight time. Customers need to be told

immediately as the new reschedule time. So that customers can take action early if they have urgent matters. For example, the customers can cancel their flight or rebook a new ticket.

The customer's experience in using the company services are important to show their satisfaction. Air Asia Airline can offer a fixed price to some destinations. People are using the airline services because of their duties that make it necessary to use airline services. It can attract more customers to use their services.

Customer experience is important in the airline industry. Positive customer experiences is one of the ways to compete with competitors. Air Asia Airline has to continue to serve the best services for their customers. It will give a result as the increasing of the company revenue or profits. Others, the economy of our country will expand well because the airline is one of the most important transportation in the world that contributes to the country's revenues.

5.5 CONCLUSION

In conclusion, this study was done to investigate factors that influence tourist satisfaction using AirAsia as a preferred Airline to travel to the domestic destination. When utilizing AirAsia as their favorite airline to travel domestically, the relevant elements (independent variables) of service quality, motivation, and involvement have an impact on tourists' satisfaction (the dependent variable). As noted in Chapter 3, researchers gave questionnaires to 306 respondents using a Google Form, asking them to choose AirAsia as a preferred airline to travel to the domestic destination. These respondents were asked to respond to the questionnaires. Additionally, the quantitative approach is used by the researcher to gather all facts and information. This is because using the Google Form makes it simpler for respondents to complete all of the questionnaires, which also helps the researcher save time and money.

The findings of the result from the questionnaire survey are analyzed using a variety of methods, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis. Next, a software application called Statistical Package for the Social Science (SPSS) was used to examine the results from the previous chapter as well as all of the data from the questionnaire. Because it is simple to discover all the outcomes, the researchers employed this software. Last but not least, a final summary and conclusion based on the data analysis. All of the given hypotheses (H1, H2, and H3) are accepted for this study. Additionally, this study has limitations and recommendations that, perhaps, can be used for future research. It is therefore also hoped that all the knowledge shared throughout this research may aid the following researcher.

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